

Andrew: This is a course on leveraging LinkedIn. It is led by Lewis Howes, who is the co-author of LinkedIn Master Strategies, and the creator of LinkedIn Influence. I will help lead the course. My name is Andrew Warner. I am the founder of Mixergy.com, where proven founders teach. Lewis, give an example of what my audience will be able to do at the end of this session.

Lewis: Yes. I am planning to make this the best session possible for people on Mixergy, so what I want to do is share some social proof really quick. Excuse the language in the email. This is a screenshot from an email of my business partner. It was sent to one of our friends who is an affiliate of ours, and said, "This is literally within thirty minutes of an email being sent from a big LinkedIn group. That's it. I have never seen anything like this." I will just show you what this is up close.

Andrew: Yes. Explain to me what we are seeing over here. Yes, I see the excitement, of course, in the email.

Lewis: This is a screenshot from GoToWebinar. With LinkedIn groups, when you are the owner of a LinkedIn group--and I will show you how to create your own group in this session--you can message the entire database of a LinkedIn group anything you want. You can send them a link to your website, your newsletter, a live event, or anything. We send them to webinars,Äifree webinars--where we educate them on different topics specifically related to their industry, or their niche. By doing that, we get a lot of people to sign up for these. This was after 30 minutes, almost 1,500 people opted in-- gave us their first name, their last name, and their email--and you can see at the bottom here, click the registration link: 1,800 people. First off, that conversion rate is pretty ridiculous, to get basically a 90% conversion rate of people clicking to opting in. That is from LinkedIn. LinkedIn is the most targeted business social networking site in the world, so if you are looking for more leads, traffic or sales, or people who have money and who know a lot about business, then you will want to be spending the majority of your time on LinkedIn, in my opinion, to do that.

This is going to be one of the strategies we talk about today is how to leverage LinkedIn groups--your own and other groups--to generate more leads. If you know the value of your lead--say one email view is worth \$10 or \$100, depending on the product or service you offer, or the software--then for some people, an extra 1,500 leads would be worth a lot of money to you. To get that absolutely for free . . .

Andrew: For some people? I cannot imagine, by the way, anyone not having a significant value placed on 1,500 leads that are not just people clicking to a site, are not just people giving you a first name or an email address,

but giving you full name and full email address, and this is a spectacular place to get them, because as you say, these are business people who are coming over. Do you have to pay anything for this?

Lewis: Come again?

Andrew: Did you have to pay anything to get those members?

Lewis: You do not have to pay anything. It is absolutely free. I have never paid a dime to LinkedIn, ever.

Andrew: This is something that our audience will be able to do by the end of this call?

Lewis: Yes. I will show them how they can do this.

Andrew: OK. We are going to teach them how to do this. Alright, here is what I am going to do, actually. I am going to put earphones on right now. I want to make sure that your audio does not bleed into my mic, and that my audience gets to have crystal clear broadcast of this, because this is really important to me and to them.

Lewis: OK.

Andrew: What are we looking at right here?

Lewis: This is just a couple other screenshots of some other webinars we have done. Not all of them get 8,000 new opt-ins. That one email got 8,000 new opt-ins over a period of 5 days. That was just the first thirty minutes with 1,500 opt-ins, so I do not know if you can see this right here, but you can see how many people. These are different screenshots from GoToWebinar, our webinar provider to where we send our traffic from LinkedIn. You can see 1,100 people were on live that webinar, where 2,500 registered in the top left-hand corner. In the middle top, 2,000+ registered, so these are opt-ins, these are leads, and how many people attended live. 655 registered, so some not as many as others. In the bottom middle, 2,900 people registered, so these are all just free leads, all coming from LinkedIn groups. I just wanted to give you a little more proof how powerful LinkedIn really can be, and that is just a quick example.

Andrew: OK. My audience is going to say to themselves, "This is someone to whom this comes naturally." I want them to understand that I did not get a guy here who was born with a LinkedIn silver spoon in his mouth. You had to figure this out yourself. Let's tell them where you were, and let them compare their situation to yours. Where were you before you figured all of this, in life?

Lewis: Yes. I am feeling very grateful and very blessed actually, for my opportunity. In 2007 I used to play professional football I might have a quick picture I can show you real quick. I used to play professional football, it was actually arena football. So for those who don't know about arena football it's indoor football. Here's a picture of my rookie card in 2007. Right here, I don't know if you can see this.

Andrew: That's your rookie card?

Lewis: That's my rookie football card, yeah, back in 2007. I don't know if you can actually see this right there on my arm. This little white speck right over my mouse right here.

Andrew: I see that.

Lewis: That's tape, I broke my wrist in the second game of the season. I don't know if you can see in the back ground of this card there's a wall. So surrounding the entire field is a wall, and in the second game of the season. I played wide receiver, so I dove for a football, went into the wall and snapped my wrist in the wall like this. I realized right then, I knew I'd broken it because I could feel the pain, and I knew the pain was completely different from a sprain or anything else. But it was my rookie season and I had left college early five credits shy without graduating to go to the NFL draft [??] and my whole goal in life was to be a professional athlete. I didn't go to school to learn about anything in business or classes. I didn't go to class barely I just went to play sports. With this injury the doctor said you can play on this if you want to deal with extreme pain for the next 14 games of the season. But my recommendation is that you have surgery right now so you can heal this and come back and play next year. I said, I 'm going to play this, I'm going to play this through, I'm going to deal with the pain. So I taped it up everyday right there to about the middle of my forearm. And all I could do was squeeze, I couldn't bend my wrist either way, because I had to tape it so much just to be stable. And after the season was over, there's a quick screen shot right there, this is a video. This is me in the hospital right after I had woke up from surgery.

Andrew: Holly molly, I just saw I shorted out your mic, wow, that is a painful thing to see.

Lewis: This is me all wired up and basically they took bone out of my hip and put it into my wrist, because my wrists had crumbled. There's like five or six little bones in your wrist and one of the bones had crumbled because I had pounded it so much. So they had to take a bone out of my hip, the put it into my wrist, and for the next six months I was in a cast from here to

here. I was like the kid from the movie, "Rookie of the Year". I don't know if you ever seen that movie, but for six months I was in a cast like this, pretty miserable. And I lost my passion, I lost my dream, and I don't know if you remember this Andrew. At the beginning of 2008 was not a pretty stable economic time in the U.S. And as a guy who had left college early, didn't graduate, didn't get a degree yet. I eventually went back and got my degree. I didn't have any experience in business, I maybe made a total of \$12,000 my whole life. Literally I had worked in the summers, I trained in the summers during college and in between arena football and college I was a truck driver, driving from Columbus to Cincinnati and back everyday; driving auto parts. And there was a [??] on the weekends. So I really wasn't making any money. I had no experience in business. I had no clue what I was doing, didn't really have any skills besides being extremely competitive and being an athlete, and knowing how to achieve a goal.

Andrew: So how do you go from that to where you are today?

Lewis: A mentor or mine, a good friend of said, you know what Lewis, there's this great site out there I've been hearing about called LinkedIn dot com. I never heard about this site in late 2007 until he told me. And he said there's about 15 million people on there and I've been hearing a lot of great success stories on there. People getting jobs, people finding business opportunities he said why don't you check it out, you seem pretty savvy on Facebook. You should check it out, maybe you'd be able to find a job opportunity, connect with people in the sports industry. Because I had eventually earned my Sports Management Degree. Maybe you can find an opportunity there, I said you know what. I've got all the time in the world. I moved in with my sister, because I was in this cast for six months, I had \$250 coming in a month from workers compensation from the arena football league. And I couldn't work a manual labor job with one arm, and I didn't have the skill set at the time to get a job due to the economy and not having a degree per se. So I moved in with my sister, slept on her couch for six months. I had a laptop and all I did was get on LinkedIn for eight hours a day for the next six months and learned everything I could about the site. I probably spent more time on LinkedIn than people that actually worked at LinkedIn during that time. I was so determined to figure out anything I could do to just get off my sister's couch and really just survive for myself, by myself, in my own apartment, at first.

Within the next six months, I made a lot of mistakes on LinkedIn trying to reach out to people and connect with people, but I also saw tremendous results. Number one, building an email list, and at the time I had no clue what that actually meant, and what to do with an email list, but I built up a large network of people, a community--communities all over the world.

I started a sports networking site at the same time. Things started to

really grow after about a year. I started hosting LinkedIn networking events around the country, and I threw twenty events around the country, getting anywhere from 300 to 550 people show up and eventually pay me a fee to get in. I was getting sponsors, and it was all using LinkedIn just to promote these live events.

Andrew: OK.

Lewis: That is kind of how it all got started.

Andrew: You are starting to learn this all on your own, and trying to figure out through conversations with people who you met in person how you can do even more with LinkedIn--how you can go beyond just looking for a job, but get to a place where you can actually get leads from it and eventually customers too.

Lewis: Right. I eventually realized that I could not work for anyone. I was going to get a job at some point in the sports business, but I realized that it was not what I wanted to do. I wanted to see if I could work for myself first, because my dad was entrepreneurial, so I never ended up getting a job. I just tried to figure out the best way I could generate a living using LinkedIn.

Andrew: OK. I hate to sound like a scavenger, but I want to get as much benefit and value out of what you learned during your most painful period, so that the person who is watching us right now and learning from us does not have to go through all that. I want you to give us the best stuff that you learned, and the most actionable stuff. You and I both know that the audience wants tactics, tactics, tactics. Let's start with the first one. What is the first thing that someone who is watching us here today--hearing how well you have done with LinkedIn--needs to do?

Lewis: The first thing you need to do is really define your goals. A lot of people who may be on this right now watching this presentation, I would bet that 90% of you, if not higher, have a LinkedIn account, and you set it up maybe 2 or 3 years ago, and maybe Andrew you can answer this as well. You set this up, you have gotten some emails from people saying they are connected to you, you have asked a couple people about you to introduce you to friends and asked for recommendations, but you have gotten zero benefit from the site.

Andrew: Yes, 100%. I have gotten bupkes--nothing but emails telling me to come back to LinkedIn and add more friends, and I always add everyone because I do not want to hurt anyone's feelings, and who knows, I might want to do business with them.

The other thing is, these endless fricking emails from people that go on too long. I was thinking earlier today, "Can I cancel my LinkedIn profile?" Actually not today, earlier in the week, I said, "Can I have my assistant pretend to be me? That way, everyone who wants to connect with me can have a friend, because I am getting nothing out of it, and I do not want to waste anymore of my time on it," and here we are now doing a session. You are right. It was two years ago, I think, when I launched it, and anyone who goes today and sees my LinkedIn profile will see it is like that. You are telling me I have to think about my goal with it. My goal has always been to just have a presence. What other goals can I possibly have? Now that I have talked to you, I think, "How do I get some leads from it?"

Lewis: What I would ask is, what is your goal in business or your professional goal? Some people may be looking for a job. OK. That is your goal. I am looking for a job. For you, it may be: I am trying to connect with the most powerful billionaires and successful entrepreneurs in the world that I can interview on Mixergy. For someone else it may . . .

Andrew: You know what? I am glad you said that, because my answer to you is going to be, "Lewis, of course, you know me. I want leads that are eventually going to convert to sales." Then I realized, as you said that, "Oh, wait, it is true. If I could use it to meet people who I could interview, come here and do courses, or somehow partner with me in some other way, I am up for that too."

Lewis: Right.

Andrew: I do not need a job, and I am guessing the person listening does not either.

Lewis: Right. Maybe you are looking for affiliates: maybe you have a great product and service, and you need other people who have a big audience to promote it for you. Maybe you are looking for an investor. Maybe you want to raise \$1 million. There are a ton of venture capitalists and investors on LinkedIn. Maybe you are looking for a sponsor for a live event. You can find that as well. Maybe you have an event business and you want to get more people to come to your event--to buy your tickets either virtually or in person. Maybe you are a wedding photographer and you are trying to find more people who are getting married. There a lot of different things,Ämaybe a real estate agent and you are trying to find more homebuyers, right?

Andrew: OK. First thing we do is we decide what our reason is, and we get clear on that.

Lewis: Right. Write out your business goal--not specifically what your

LinkedIn goal is, but what is your business goal or your professional goals. Be specific with that.

Andrew: OK.

Lewis: For me, I am looking for more leads. More leads from small business owners that I can sell my social media marketing training courses to. That's my main thing.

Andrew: Can you say how much money you're making with your business? Is this too inappropriate for me to ask?

Lewis: It's fine. I've got a couple of different companies. My sports marketing company, which is a membership site for sports executive who want to advance their careers and get access to interviews, pretty much similar to Mixergy, but interviews from the top sports executives in the world on sports marketing, sports sales, sports tickets, things like that. That's a six figure business a year. That's all traffic from my LinkedIn group and my sports website that drives traffic there. My other company is called Inspired Marketing. We create information products, educational courses, do coaching and things like that. So far it's done around \$1.5 million or \$1.7 million in sales this year; I guess the first nine months so far and we're on track for \$2.4 million. LinkedIn is one of the primary uses that we use to drive traffic and get leads. Again, I don't spend any money on advertising.

Andrew: First of all, thanks for saying that. You and I have known each other for a long time now and I knew you before it got to this level. You told me in private what the number was; I'm glad that I asked you and I appreciate that you said it publicly. First thing we do is, because now you're firing me up and I want to get closer to your numbers considering how hard I work I feel I'm entitled to. And frankly if my audience can do it long live Mixergy because they're going to get more value out of this and it's all going to make it better for me, my personal mission. You gave us a bunch of examples of what we can do. What's the next step? What do we do with all this energy now?

Lewis: After you figure out what your goal is you need to optimize your profile. What I mean by that is optimizing it for search rankings. Let me give you a quick example. Let's say we go to Google and we go here and I want to rank number one for the keyword 'sports'. I've got a sports marketing company, I've got this association, I want to rank number one for that. But there's no way I'm going to rank number one for keyword 'sport's' on Google. It's impossible; ESPN owns that, Sports Illustrated, Yahoo Sports, all these other companies. There's no way my site will ever be up there or my name, my profile. Never going to happen. However, LinkedIn is

an extremely powerful business search engine. Right now there are around 130 million members on LinkedIn. It's growing at two people a second and people are going on LinkedIn for a specific reason. You don't go on LinkedIn to search through pictures or videos or photos like you would on Facebook or the other social networking sites. You go here for one reason. It's all business focused. For example, people are going up here in the search box, on the top right hand corner here, on the home page, or any page, and they're typing in different keywords. Looking for people's names or looking for experts, looking for talents, they're looking for programmers, developers, whatever it may be. Real estate agents, it doesn't matter. They're typing in keywords all the time. When I was first starting out I was spending, again, six to eight hours a day on LinkedIn, trying to connect with the top sports executives who I was finding on LinkedIn. I would type in keywords like 'sports' or 'sports marketing' different keywords just to find examples of people. I would go there and click enter there are search results that show up. You can see right here there are 1.1 million search results for the keyword 'sports'.

Andrew: Where do you see the number? Oh, I see it. There it is. 1.12 million results for the term 'sports'.

Lewis: When you're going here, if you're looking for an expert or someone, you're not going to scroll down to the bottom of the page and go to the tenth page or the fifth page to try to find experts or someone who's credible. You're going to see who's at the top. Just like Google: who's on top. For me, I rank number one for keyword 'sports'. And it all depends how you're connected to me and how many connections you have but I'm the number one result for you as well. But for most people out there I rank number one for keyword 'sports'.

Andrew: There it is. I see it right now. Actually they could see it right now. The number one for company is Sports Authority; the number one for people which is the way I think on my search it automatically goes to people and let's me decide that I want to have this more universal, there it is, you're number one for sports.

Lewis: It's extremely powerful. Is the screen OK?

Andrew: I can see it OK. What you're going to show us is how we can SEO, Search Engine Optimize for specific keywords so we show up and then later on, we'll talk about what to do when someone sees us at the top of the list and clicks on us. First, how do I get to be at the top when people search for one of my key words.

Lewis: Right. Actually, some people may not know what the benefit of this. Do you mind if I talk about the benefit?



Andrew: Thank you. Absolutely.

Lewis: OK. I rank number one. This is me up here. I'm linked in. You mentioned that you connect with everyone. That's really good that you do that because I'm linked in. It's the only social network in site that you can actually, with one click of a button, export all of your contacts to a CSV file so you can have their first and last name, email and database.

If you access to it, that's your asset. Now Twitter and Facebook, you can't do that. There's a sneaky way to do it with Facebook. It's going up 5,000 friends and it's a little sneaky and sly. But here, they want you to do it.

Andrew: So first of all, you're advising us to do what I do. Anyone who wants to friend you on Linked In, go ahead and add them. Even though Linked In says you have to know them super well. You have to either work with them in the same cubicle or slept with them, it doesn't matter.

You're saying if they added you, you add them back because you get their email address if nothing else. We'll talk about what to do with that later. What else beyond getting their contact information? What's the other benefit of that?

Lewis: The more contacts you have in your first degree network, the larger your second and third degree network expanded, meaning more people will be able to find you, contact you or hire you. They can find you.

If I only have 10 connections and I ranked number one for the QBurt Sports, only 500,000 people would get to see that and type it in. I want the expanded network of Linked In to be able to see me every time anyone types into QBurt Sports, not just a limited amount.

You are opening up more opportunities for plurals, for leads, for [??] sales so you want to connect with everyone for those two reasons.

You can see up here, this is an inbox. I don't know if you can see it. I'm going to blow it up a little bit.

Andrew: Yeah, we can see it.

Lewis: See 82 right there in the inbox right up here. Some of those are messages to me but a lot of them are actual invitations to connect. I clear this pretty much every night, Andrew and you can see right here 53 new invitations. That's 53 new opt-ins that I have from people who have opted in and I can export those emails at any time.

That's just one bit. I get that every day, over and over again. That's because I'm ranking up here for certain key words. That's because of the Link In groups and I'll talk about that in a second.

Let's go over this five step process that you need to apply right now in order to rank higher for any queue you want. First, you need to find what your expertise is. What is it that you want people to find you for? If you're a Word Press developer, then Word Press developer or Word Press design or something like that would be your key word.

If you're a sales coach, maybe sales coach would be your key word. If you're a social media marketer, social media marketing would be your key word. it's hard to rank for one key word like sports, but it is possible. I advise people, if you are working in a local business, then you want to have your city attached to your key word.

Say you're a real estate agent, you'd do realtor Denver or realtor Tampa or something like that or you could just do consulting for local businesses, you'd attach that city because it's much more targeted. It would be less search results but it would be much more targeted and guaranteed to be based on a [??].

When I type in the key word sports, I rank number one for this right here. Again, that's five places underneath the profile that you can optimize. Right when you come here, you see a little overview of your profile. It's the first thing people are going to see. It's the best real estate at the top.

It's a very easy algorithm but no one knows how to do this. Again, I had all the time in the world to figure it out and I'm just going to give it to you right now.

The top three spots are your headline and your current [??]. In the headline, you can see right here highlighted, I've got the queue word sports. Very, very simple. I'll show you how to edit this in a second, once we go over these first three.

Andrew: I see founder of . . .

Lewis: I've got . . .

Andrew: Sports Executives Association and Sports In Headline needs to be there if you're going to Search Engine Optimize for it.

Lewis: Exactly. If you're a Word Press developer, then you just make sure you have Word Press developer somewhere throughout your headline. There

isn't an exact formula on how you need to optimize and structure your entire profile with the wording, the language, the format.

I could go over this for probably three days with you but I'm going to try to give people the best contents on how they can at least optimize things to get more leads chopped into sales. If we have time, later I'll go over the rest of the formula but for now it's all about the keywords. The headline, you've got to have your keyword there. The [??] and password experience, you can see these are actually highlighted by LinkedIn, you can see how many times I have a keyword in each [term] and work experience, I have the keyword at least once and each password experience, I have the keyword in at least once.

I'll show you on my profile how this works. I'm on my profile right here, again all you have to do is click on the Edit tab, right here and just type in your keyword in your headline.

Andrew: Where is the Edit on the headline?

Lewis: If you clicked on your profile, right here on the top bar, you click on Edit profile and then this little Edit tab, it's very small, you just click on this little button right here.

Andrew: I see it now. OK. It took a minute for it to show up on our screen. I think our screen is a little bit behind yours, so we'll just keep that in mind. OK.

Lewis: So, again all you have to do is click on this Edit tab, it'll open up a box and you'll just enter in your headline right there. I'll just give you guys some quick advice on the headline because this is the most important thing, it's what people see first and Andrew, you have a decent headline for what you do.

Andrew: You know what? I'm feeling a little pain because it's been so long since I cared about this, entrepreneur, researcher, interviewer, OK.

Lewis: Yeah. It's lacking but for what you do and where you're at, it's not as bad as it could be. My quick example is, you want to tell people who you are, who you help, and how you help them in your headline. It's the most important part of your profile. Because it hooks people to either click on your profile and read more or to go look at someone else's profile. When they look in search results, if you don't hook them and I've got a number of different businesses so I do something different. There are really two different structures to the profile.

One is for the single focus business, just say you're a Word Press developer,

you're a freelance Word Press developer or something like that you have one core business, one core focus and you want to tell people who you are and who you help and how you help them. Say, you're a real estate agent, you would say something like this: I help successful young professionals in the Denver, Colorado area find the homes of their dreams in ten days or less. You're being as specific as possible by telling people who you are, who you help, and how you help. Your filtering through all the other crap that people are going through and when they come to your profile they're going to know whether-or-not your specifically able to help them right then and there and what you do.

As opposed to saying something like, entrepreneur, researcher, interviewer, how can you help me right now Andrew, you know what I mean? It's like, let's be specific and tell people how you can help me with also adding your keywords in there. So it's a little way of manipulating your profile to make sure you have your keywords in there as well.

Andrew: Let me give that again.

Lewis: That's the first thing.

Andrew: That's who you are, who you help, how you help them that's what you want us to include in the headline and when we write the answer to those three questions in there make sure to include the keywords. If it's Denver Real Estate, it's Denver Real Estate needs to be in those answers.

Lewis: Exactly. Yeah. Real Estate Agent Denver or whatever it is you want to rank for. Exactly. Since I've got a couple different businesses and for me I've learned how to optimize for my keywords and the whole structure, the profile, I've got these little, I don't know what these things are called, little type symbols.

Andrew: That's what they call them.

Lewis: Is that what it's called? So I just break them up into different things that I do where I'm [??] for things and I'm also hooking and enticing people to come check out my profile, but I'm also so many leads every day from this that it's kind of like I want to filter out who are not interested also so it's not a huge value to me. So tell people, who you are, who you help, and how you help them. First thing is the headline, optimize that with the keyword. Second and third thing, right here is your current and past work experience.

Now if you've only added one or two of your past work experiences, you want to make sure that you think as far back as you can and add all of your past work experiences. If you have a couple different business or products that

you're working on just add everything because there's a couple reasons why you do this but the main thing is for SC optimization. If you just have one thing that your currently working on and one past and you optimize with keywords there someone else may be able to beat you out of the rankings because they have more keywords and multiple current and past work experiences. You need to make sure you feel out everything and add your keywords into the description.

Right here is a little Edit tab where my mouse is circling right here so by each one you can just edit your current work experience on the past work experience there is no Edit tab here so you actually need to scroll down your page and I have long profile yours won't be as long. Just scroll down the page, and you just click down here at the edit and the experience tab section down here in your profile.

Andrew: Let's give it a moment to come up. There it is. OK, past experience. What if past experience doesn't have anything to do with what I'm trying to promote right now?

Yeah, it's a fine line by lying and just optimizing your profile. You don't necessarily want to lie and say by just adding your keyword and your past work experience so if you could optimize it with just using the current work experience and not with the past work experience then you don't need to add anything but for me, I've got like, let me just so you a quick example. I was Vice President of Mid-Day Toastmasters which is a Toastmasters Club in Columbus, Ohio and I just put the keyword sports in parenthesis. I don't know if you can actually see this or not.

Andrew: I do see that, yeah.

There's no sports related to that at all but I just want to rank higher for this so I just kind of put in there just to optimize for it and it probably is borderline lying because its not like I actually worked in sports (\_\_\_\_\_) ever but I just wanted to optimize and rank number one. So I put it towards the end there so you can't really see it.

Andrew: Here's another thing that I noticed you did for that. If you could bring that back up again for a moment. By the way I wouldn't have even thought to put a Toastmasters reference in there. Your making me realize just because I didn't have more than a handful of jobs doesn't mean that I can't have more than a handful of items and past experience. But what you did there you said, "Vice President of Public Relations and Social Media Marketing at Toastmasters. Now, having been at Toastmasters for a long time, I don't remember them specifically having a Social Media Marketing head.

Lewis: They didn't. They don't.

Andrew: They had a head for everything but it does connect with there and you are looking to optimize for Social Media Marketing so you put it in there and frankly, if your doing public relations at any point even for a club, some Social Media Marketing could be involved.

Lewis: Exactly.

Andrew: I see what you're doing there. OK.

Lewis: Exactly. So it is kind of a little bit of trickery in a sense, I guess, if someone wanted to look at it that way but in my opinion I'm just optimizing my profile.

Andrew: OK.

Lewis: And I'm doing exactly what I need to do to achieve my goals. Now before I go on to the next two spots, we need to optimize your profile. Let me just so you an example of what not to do.

Andrew: Let me zoom in on your screen right now so we can see it. OK. What should we not do? I love this.

Lewis: So, I don't want to point this person out. Let me see if I spelled the name wrong. So there's a way, you guys saw my profile. You saw how I had about four or five current work experiences and four or five past work experiences with keywords but look at this, here's a profile by a guy who's actually one of my past students and optimized it with pretty much just ongoing nonsense for every keyword he could think of and did this to his most current past work experience and I just feel like this is overkill.

Andrew: I see. What he did was he put Social Media Marketing for everything. He was CEO of Social Media Marketing, I see that part, OK. So that's way over-kill.

Lewis: (\_\_\_\_\_) management, its a little way overboard and there's a few people who have taken what I've shown them and kind of done, I'm just not a fan of doing it this way. It's effective, it works but its really kind of gaming the system in a way that isn't authentic. I mean, my way, I'm a little bit on the radar or whatever but if you look at my profile compared to that profile its just you don't want it to look like that. So just have the work experiences you've done, just be honest. If you want to add an extra keyword or two in that then that's fine. But just don't try to over-due it and try to make it look super long like that.

Andrew: Lewis, I want to keep this moving but let me pause here for a minute to ask a question about how to find the right keywords. What do you do to figure out if the keyword you have in mind is one that enough people search on and also doesn't have a lot of competitors who are trying to rank for it.

Lewis: Its a good question and its really tough to answer that because it all depends on the business your in. You can do a Google keyword research. I don't know if you talked about Google Keyword Tool before.

Andrew: We have right. And we have that in one of the other courses. So your saying, do it there and assume that the same holds true for LinkedIn. There is no perfect way to figure out for LinkedIn.

Lewis: There's no perfect way. You can just do a keyword, different searches up here, you can just type in real estate and see how many people have the keyword search on real estate. I go here, there's 1.3 million search results. I'll leave it a second up here so it'll refresh for you guys but 1.3 million. You know there's a lot of people in real estate so maybe people are searching for a realtor in your local market. If you could optimize for real estate.

Andrew: There it is. It just popped up right now. OK. So now what I might do is I might do a search right now to see how many results there are. That might be an indication how many people are active on this search term. Then I would look at the top person to see how well he is using, or she is using, your tactics.

Lewis: Right.

Andrew: If they do not have the key word on their page a lot, it means that they are weak, and we can be done.

Lewis: Right, exactly.

Andrew: Pick off the weak, is what I am suggesting.

Lewis: Even if they do have their keywords on there, I am pretty much guaranteeing you can still be in the top three search results for any keyword. It pretty much happens almost 99% of the time. There have only been two instances with people where I have not been able to show them how to get into the top three. I almost guarantee the top page.

Let me make sure I go through this quicker now, the final few.

Andrew: What is next?

Lewis: You have the headline, and you have the current and past work experience. You guys can see again here I have just my current and past work experience. It is not all spammy-looking. It looks like actually where I have worked in the past, and now, I just add a couple of keywords extra there.

The final two places are your summary--so this is the main body of your presentation--and again, Andrew, you definitely could work on your body. You look at your summary here, and obviously you have not done anything with this, so I am not trying to bring you down or something here.

Andrew: You are just now showing me that? Let me see mine. Is mine on your screen? There it is; it is on mine. What do I have for the summary? Nothing. Do I?

Lewis: You have, "I am an internet entrepreneur. I sold my last company in 2003." Again, for the summary, you want to follow this same format: who you are, who you help, and how you help them. You see on my profile, I have a headline. Again, I have the second type of structure you can have on a LinkedIn profile because I have a number of different companies, so I tell people who I am, who I help, and how I help them with a different little structure.

What I would do, if I were you, Andrew, I would start off the headline, "This is who I am, or this is what people have been saying." "This is who I am," literally type that right here. I will pull this up a little bit more so you can see. Type in, "This is who I am," or "What I am all about," something like that. Then have a brief paragraph about who you are--maybe a little bit about your passion--get behind the scenes a little bit. You can get really personal here. It does not have to be completely professional, like a resume. You can get a little bit personal, because people want to connect with those that they are interested in.

Then you type into the second headline--you break it up with formatting--type in the second headline, "This is who I help," if you have one specific business. If you have a few businesses, like me, I would headline with the sports business, so it is a little different. Then I talk about that with another paragraph.

Then the final paragraph can say, "This is how I help you." You could have another paragraph after that about how you can help, but you have to make sure you have a call to action. You can see I have my websites in here. I tell people to head over to my websites to get a free report--things like that.



Andrew: Let me take a look at that. That is going to take a moment to pop up on our screens. You are right there already starting to say, "You can check out my website, give me your email address, and get something in return for that."

Lewis: Yes.

Andrew: You are already doing some lead gen.

Lewis: You need to have calls to action throughout your profile, definitely.

Andrew: All right. There it is. I see "Magneticwebinars.com for our free report," boom.

Lewis: Yes.

Andrew: OK. Great.

Lewis: That is summary structure, but also if you notice in here, I have the keyword "sports" a number of times throughout my summary, so I am optimizing for my keyword as well. You can just type it in a few different times. You do not have to have it in there a bunch of times. You can try just putting it in there one or two times, and then going back up to the search result, seeing if you are ranking. Now, I encourage everyone, while you are watching this, to just edit your profile while I am talking about this, because you will see instant results when you make these changes.

Andrew: Really? This is instant? If you are doing it, you are going to start to see the results? You are going to start to see yourself rank higher?

Lewis: Exactly. You can literally edit these five places--and the last place is the "Specialties" section, and we can see right here, I have "sports" highlighted here three different times. You can literally edit these five places. Take five minutes for you to edit these five places right now: your headline, current and past work experience, summary, and specialties. After you edit and save your profile, all you need to do is go back to the top right here, to the "People Search" box--and I will give it a second for it to refresh.

Andrew: Thank you.

Lewis: Type in your keyword again. You need to have the exact same keywords in each of the five places. If you try to mix it up, it is not

going to work the first time. Type in your keyword again, as you had done before, in those five places, and then type it up here in the "People Search" box. Click "Enter," and then you will see on the next page where you are ranking. Some people, right away, they are in the top five spots. Some people are down towards the bottom, the top ten spots, and that is OK. You just want to see if you are on the first page. Once you are, if you are not in the first spot, then you can optimize it with more keywords to rank higher. Here is the trick. This is the secret. This is very easy. Basically, you need to have more key words than the people above you. Do you know what I mean?

Andrew: Yeah.

Lewis: So, it's the most simple SEO there is. It's like Google, day one. You'll just have more keywords on your page, and you'll rank number one.

Andrew: At one point you were able to do this stuff with Google and now it's harder and harder. I was going to say that it feels like a temporary solution or it will be a while before they get more sophisticated and others start to realize the power of Linked In and get competitive. We might as well jump in now while it's still easy. I'm going to bring up the five areas you want us to look at. I'm just going to pull up a notepad and there it is. "Headline, current work experience, past work experience, summary, and specialties", that's where you want us to put the key words. What's next?

Lewis: So, that's how you optimize your profile for SEO, and by doing that we'll hopefully rank up at the top. What was the next thing that you wanted me to cover now?

Andrew: Let's talk about how to build and leverage Linked In groups. I've seen people use groups. To be honest with you, I'm not exactly sure what the point of groups are on Linked In. Why wouldn't I just set up a group somewhere else? Why would I want to be part of a group here? What are we looking at here?

Lewis: I want to talk about two things here; one is how to leverage other people's Linked In groups, so not creating your own, how to leverage others to drive traffic and get leads for free. The second thing is how to really create your own so you can have complete control and be the number one expert in your industry by beating out the other groups. Let's talk about first of leveraging other Linked In groups.

Andrew: The benefit of doing this is what? Just to be a part of groups? Just to be a part of conversations? If I can't get business out of it, I have to be honest, maybe it seems a little cruel, but, I don't want to be a

part of it. I've got enough people that I could be friends on Facebook, and, frankly, I don't even want that. I want business or nothing. I hate to sound like a philistine, but I don't want anything else.

Lewis: I feel you. So, the main thing you want then, Andrew, is more traffic so you can generate more opt-ins for your e-mail list and get more people to sign up for your master classes and buy your products and things like that. Correct?

Andrew: Yes.

Lewis: OK. So, most people, they want leads, traffic, or sales. They want some traffic to their sites or conversions. So, let's look at this really quick. This is BusinessInsider.com. They posted an article back in May of this year. They said, "Suddenly, Linked In is a traffic fire hose. Now, I've been driving traffic using Linked In for the last couple years, but back in May Linked In came out with something new, a new product that started driving a lot of traffic to a lot of sites." I'll show you what they're doing and why you need to leverage Linked In groups to do this. They're getting around 10,000 visits a month for a year, and all of the sudden, in March, April, and May it went up to around 100,000 and it continues to go off the charts up here. So, why did this happen all of the sudden for Business Insider and a lot of other sites that learned how to leverage LinkedIn's drive traffic? Let's show you really quickly.

Andrew: I would love for that to happen to our reader and our listener right now. OK. Yes. Now you've got my attention.

Lewis: So, when I go to the home page there's two things that you see at the top, the two main focuses. One is sharing an update right here. You can see sharing an update. This is just like your status on Facebook or on twitter, and then two is Linked In Today. This is their latest product that I was talking about, which is basically the top sites, top articles of the day around the Web for your industry. So, I've got social media, marketing, and marketing & business as the key words that I optimize for that I want to get articles from, so I'm always seeing these headlines with these graphics from different sites.

Here's why these sites are getting up here. They're getting up here because they're being shared the most through Linked In. Now, what does that mean for you? That means that people are either clicking on the share button to their Linked In wall or their sharing it to Linked In groups. So, I'm going to show you an example of how to do this in just about 30 seconds a day to ensure that you're sharing a lot of traffic back to Linked In groups from your site so that you can optimize and get on the top of these Linked In Today headlines. You can also go here, I'll show you this really quickly,

because I go in here and search this every day. This is the new site that I go to. You can see all the top headlines. You can see business insider had one today that had 450 for shares. Now, that's a lot of shares and a lot of people may not be able to get that. However, when you scroll down there are a lot of them down here that normally I see have 50 shares or 70 shares or something like that. Here's my good friend, Michael [Stellsner] from Social Media Examiner, 777 shares he got so he's up on here, 223 shares etc., etc. Here's 80 shares down here. If you can get a lot of shares on here you can generate a lot more traffic. They want to send you traffic because they want people to share content so more people come back to the site.

Let's show you a quick example of how to do this. I'm just going to grab a link from my site to show you an example of how I do this with my personal site. I'm just going to grab this specific link, I'm going to copy and paste this link and then I'm going to put it right here in the status box and I'll take a second to let this load.

Andrew: So you grab the link, the link form an individual post and you're putting it in there. OK.

Lewis: Yeah. You do mixergy.com/the newest post of the day, you'd attach that link you put it right here. I'm just going to attach this, assuming this is pretty intuitive for a lot of people, I'm gong to copy and paste the headline just to make this really quick for everyone. I will share it out to Twitter, as well as to my sports and Twitter handle. I'm going to drive my traffic by doing that, but I'm also going to click the share buttons. Now, here's the important part, I'm going to click the share button, right here and this is going to go out to almost 15,000 people that I'm directly connected to on LinkedIn.

Andrew: These are the people who linked directly to you, 1,500 of them. All these people who we said earlier you should accept, accept, accept you did that 1,500 times so now you have 1,500 people. OK. What's next?

Lewis: Right. I have 15,000.

Andrew: 15,000? Woe, 15,000 people are directly connected to you?

Lewis: Right here, well, 14,852 after I update the 53 that are just adding me right now, I'll be close to 15,000 so that's direct connections and here's the important thing, what I was talking about earlier, this is direct contacts that links me to 21 million plus professionals. So, every time I connect with someone new, this number grows. This is the most important number, the 21 million. If you have around 100 to 500 connections, direct connections, this number is probably in the one million to seven million range depending on who you're connected to and who they're

connected to.

That means right now only 21 million plus people can find me when they search different key words through our connections and they can contact me. If you have less connections than this then you're only going to have a couple million people to find you. That's the importance of that. That goes out to 15,000 people on the wall, just like it would on Twitter and Face Book or something like that, OK. So, this is instant. You see it on my wall right here, you see a little picture, etc., etc., I can "Like" this I can leave a comment on it to get the conversation going to keep it threaded at the top of the conversation like Face Book; however, this is the most important step so everyone needs to make sure that they write this down or just take action on this if you're doing it right now.

This little tiny button that says "Share" and it's really hard to see but you want to click on this button right here and this is the most important part for leveraging LinkedIn groups to drive more traffic. When I go here there is this little light box that hovers on your screen. You want to click on this little box right here that says, "Post to Groups," this little box right here that says, "Post to Groups."

Andrew: I see it.

Lewis: Now, when I go here I can just start typing in the groups that I've joined. I probably should of talked about this first and I'll go back in a second and show you this, but in your industry you want to do research of groups out there. I'll go back in about a second and show you what I'm talking about here, but I've already joined a lot of groups in my niche. I've got a sports site, so I'm driving traffic, I want to drive traffic to all the sports groups that I'm a member of, so if I just start typing in the name of the group and see all these different sports groups that are out there that I'm a member of, I'm just going to do this really quickly just for an example and I'm going to connect with a few of these to put in here, I'll show you what this is going to do. I'm just going to add about five or six of these. These are all groups that I'm a member of and . . . this is around 50,000 members these groups.

Andrew: How can you tell how many members there are? Do you just know?

Lewis: You can go to the group and see the number count and I'll show that in a second as well. This is roughly 150,000 people. What I'm going to do is type in, just going to, I want to type in right there, you can leave out subject details if you want to do that or you can just click the share button. After I do this and I click the share button, right here, this is now going out to around 150,000 very targeted business professionals in the sports industry. This is going out to the Linked-in groups that they're all

a member of, I'll show you real time what this looks like. Let's click on the sports industry network, which is my group, let's see if it shows up there right now. It's going to be sent out to all of these groups, you're distributing this content. See right here, 16 seconds ago and it may take a second to load, 16 seconds ago my article just put up here at the top of my group. This has over 50,000 members and it went out to the other 50,000 people in the other groups as well. Now that's step one. I just shared this . . .

Andrew: Let's hold off for a second and just take a look at that. It was, where do you see, I'm sorry I feel like I just interrupted you, but where do you see the posting that you just put up there?

Lewis: Right here . . .

Andrew: Oh, right here, I see the post now. How do you know how many people it went too?

Lewis: So, you know how many people it goes to, you can go to the group profile.

Andrew: I see. OK. I thought maybe there was a counter here that I missed. So you know because you know the specific groups that you posted to and you already looked at how many members each one of those groups has, got it.

Lewis: Exactly. Te more times I share this to my wall, the more people will share it from my site to LinkedIn, the more it's going to show up on the news feed and you're able to drive more traffic back to it. It's in these groups people can leave conversations, let's just show you a quick example. Here's a popular conversation from the group, this one has 1,255 comments, lots of "Likes" this one has 29 comments so people are driving traffic just be interacting in these LinkedIn groups. This group isn't even that big compared to some groups that I'm LinkedIn. This only has 60,000 members. Some groups have 400,000 plus members. It's like it's own social networking site in a social networking site.

Andrew: I see. Yeah.

Lewis: Let me step back really quick because let's say you want to first do research of groups you want to join before you can start sending out messages like this to groups. You want to find groups and join groups that your audience is hanging out. If you're real estate you might not want to join a real estate agents group necessarily, you would want to join the young professionals network of Columbus, Ohio. Or the alumni of Ohio state university. Things like that where people will be the home buyers. You want to find your audience . . .

Andrew: Not your peers but your audience.

Lewis: Do a search for, yeah. Say you're looking for job seekers, right, you just type in jobs, this is one brief example there are 17,000 results for the keyword jobs in groups. This group has 540,000 members. This group has 300,000 members. It goes on and on and on, if this was the type of niche you were trying to attract. What you would do is you would join all these groups where all these job seekers. Then you'd share your link to all of them at the same time from your home feed, to drive that link back to all these groups, to drive traffic back to your sites. Also get ranks in the LinkedIn share feature and news feature. That's how you leverage other people's links to linked groups, step one.

Andrew: Let me ask you something that, tell me if this is evil in this network, but can I have my assistant do this? My assistants just go in, can my listener take this video hand it off to an intern and say here's my account, go and sign me up to every group related to these topics and share today's post with everyone of those groups?

Lewis: Yeah. I encourage that. For me personally, I'm in here a lot because it's my business. I'm educating people on LinkedIn so I spend a lot of time on here and I'm answering all these questions that people send me, but for pretty much everyone else, you can answer the questions you want to, if they're specific to you. You can have an assistant [??] everyone and send them a [canned] email [??] message. You should have an assistant definitely adding a link every day from your posts to all these groups with a status update and things like that and sharing it out and distributing for you. You should have someone doing all this if you have an assistant.

Andrew: I love it. I know that a lot of people that watch this aren't going to be doing every single thing that we teach them in every single course. I know what they like to do is say, here's the video, go and do this for me and let's see if Lewis and Andrew actually have something here. I like that this is something that they can pass on to others, but that they might want to, in the early days, experience it on their own. This is by the way, Lewis, this is freaking phenomenal I understand why people get so excited after they listen to you. What you usually like to do, you said, Andrew why isn't there a live audience right now, I want them to do this in real time so they can see the results.' Now, I totally get it. OK. So I was interrupting you and you were going to take us to the next step or do you want to go to the next tactic?

Lewis: Next thing is creating your own group hopefully that's not [??] but so I'm just going to show you the power of your own group first. This is one of my groups. I have ten groups. You can only have up to ten groups.

You can only be a member of 50 groups so keep that in consideration. As the owner of the group you have so much power than you do just as a member of another group and ridiculous how powerful these groups can really be. You guys saw from the beginning by promoting to LinkedIn groups, I was getting thousands of people opting in for webinars. That's the way I use my sales funnel. I'll get them on a free webinar.

I share with the best content they're ever going to receive on the topic of [??] sharing or I bring on an expert to share that topic. Then, I offer a product or service or software at the end. That's how I sell. It converts better than any other way I know of. As for me, the owner of the group, every time someone joins, they see my name as the owner, Lewis Howes. This is the largest forged group out there. It automatically puts the conception that I'm an expert or that I know people in the industry or something like that.

When people join, they are joining the group and then connect with me afterwards, personally, because I'm the leader of the tribe or community. Even if I don't have a job in the industry or I don't work in the industry, the perception is, I'm still an expert. My website is the website that is on the Google profile. This gets a lot of organic traffic for me every day. As you can see, there are almost 51,000 members.

It is growing close to 75 to 100 members a autopilot, without me doing anything because of the viral nature of a LinkedIn group signup process. Every time someone signs up they share it automatically with their friends, like attracts like, more people follow-up, you guys get the picture.

There are a couple of things I want to talk about. Two things on why you want to leverage. Why you want to create your own LinkedIn group, right now and the power that comes with this.

First, the title of your LinkedIn group. You want to do some keyword research on this first. You can use the Google keyword research tool. Think about what people are searching for in your niche or in your industry. Why is this important? When I just do a copy & paste, type in sports industry network in Google. You can see this is the number one search result that shows up, for me anyways, it was my group.

It's getting a lot of search results. I could probably make this sports network or something else but I've had this for awhile, this name. I'm getting leads from Google from people just searching for this. That's number one.

Andrew: I see.



Lewis: You don't want to make this your company name. You wouldn't want to make this 'Mixergy.com', the title of your group. That's not what you would want to do. You would want to make this . . .

Andrew: Start-ups and Founders network.

Lewis: Yes. Or the entrepreneurs and start-ups or whatever it may be.

Andrew: Right.

Lewis: Something like that. Where whatever people are searching for on Google, we want to optimize for that.

Andrew: Of course. LinkedIn has good Google [juice]. They're going to show up towards the top.

Lewis: Right.

Andrew: Now, you get to benefit from it.

Lewis: Right. Exactly. There are two things I want to show you once you create your own LinkedIn group. I can't go over it step-by-step how to optimize and create your LinkedIn group. All you need to do is click on 'create a group' and go through the process. First thing you want to think about is your title. That's the most important.

There are two other things on how to leverage it. I could go on with this for about three hours about LinkedIn and [creating the group, alone]. The two most important things besides your title is in the 'Manage tab'. Once you get to LinkedIn groups, when you have your own group, you'll have this little tab that says 'Manage'.

If you're just a member of other groups, you won't see this but when you own a group, you'll see this little thing called manage. When you go to that, you'll see on the sidebar, all these different options. A lot of things you can do to leverage your group, to generate more leads, topic and sales. I'm going to cover two of them.

Number one is the template section. Right here, I'm circling over it right now, it says 'templates'. I'm going to click on this and show you how to leverage generating automated traffic and weaves using the templates in your own LinkedIn group. There are four different templates you can create. For now, we are going to focus on the 'Welcome' message. This is the most important thing you need.

I'm going to edit this, to show you really quickly. Hopefully, you guys can

setup your own groups own the [??] go and do this either right now or after this training. When you create a 'welcome' message, this is important. I don't know about you, Andrew but I really like getting traffic in my sleep, getting people opting-in, whenever I'm hanging out on the town or doing whatever I want to do. It's easy when it's done on autopilot.

So on the subject line of your 'welcome' message and this is a 'welcome' message on an email response. It is sent out to someone every time they join your LinkedIn group. There are going to be 75 to 100 a day joining this group. There is this message that comes from Sports Industry Network to their actual email inbox, or Gmail or hotmail or whatever it may be. A message that says, 'Thanks for joining the Sports Network'.

In the first sentence I say, 'If you haven't already, make sure to signup for the weekly specials and updates at [sportsnetwork.com/newsletter](https://sportsnetwork.com/newsletter).' I'm sure you know what that means, Andrew. I'm sending them right to a squeeze page to have them opt-in from my weekly newsletter. I'm getting them on list twice, once on LinkedIn and once on my email marketing (inaudible). Now 50 thousand people on a LinkedIn group that would be around \$300 a month I think in email marking fees, depending on the provider you use so I'm saving money and am able to market my products and services just by having LinkedIn groups because they [inaudible].

Andrew:

And you're allowed to email the members of these groups?

Lewis: Once a week they allow you to do it, once every seven days.

Andrew:

If you want to do more than once a week that's a little excessive anyways so I see that.

Lewis: Right.

Andrew: That makes sense.

Lewis: Right, so they won't let you (inaudible) cut you off and they give you like a countdown timer basically when you can (inaudible) them next but here you get them on your email newsletter list then [mesh] them as many times as you want and also I send them to my sales page, my associations, I'm getting people to sign up just on auto-pilot for my monthly membership site. I'm sending them to my Facebook fan page, my Twitter page, etc., etc., and even my sales funnel so they can follow me everywhere I am on the web so that's step one. Set up a welcome message (inaudible) so you can get more traffic, leads, and sales on auto-pilot to your products and services.

The second thing is just where you can just send an announcement, a onetime announcement a week and that's on the send an announcement tab right here on the left-hand side of the manage. We'll send the announcement, click on that, it looks pretty much exactly the same but you can edit this subject line, you can just say whatever you want, latest update, whatever you want to say.

Obviously you want to have a compelling headline because this gets sent to the actual email inbox again. Not up here, this doesn't get sent to the inbox on LinkedIn, like a Facebook update would do, this gets sent to your email. Your email address, it's 100 percent deliverability it becomes, it comes from LinkedIn unless you decided to opt out of it, its 100 percent deliverability.

You can again add ... this is what I do right here, this is how I generate all these leads, this one thing and it's my opinion that this is the best resource on all social networking sites. It's the best thing you can use on an social networking site, it's your own LinkedIn group because if I can send announcement with just a link on here to go to webinar, my webinar provider and I send it out there obviously I would add some copy and some compelling calls to action but you add your own link in there and you send it out, you're going to get a lot of people driving, opting in to your webinars or to your sales pages or where ever you want to drive them to, it's ridicules and I built . . .

Andrew: I see so if we were, if we were selling something we could say, 'Hey I've got a discount on this thing that you signed up to find out about or something that's related to the group that you signed up for, click here and go buy it.'

Lewis: Right.

Andrew: You have a smarter sales process where you don't send people directly to sales page. You say first they want to get to know what the products about and then after I've talked to them and showed it to them and given them a lot of value then I'm going to sell them and so you send them to a webinar but this . . .

Lewis: Right

Andrew: Is the email that you used to send out and get the number of leads that you showed us earlier today?

Lewis: Yes and I do something else that takes you to a whole other level. That actual email that I showed you in the beginning, that wasn't from any of my LinkedIn groups. That was from another group owner that I had become

friends with. I have built up relationships with lots of different groups on this and I said, 'you know what, let's do a webinar together where I'll share your, I'll share some of my social media marketing in LinkedIn contents to your group audience, which is specially targeted to your audience and help them to achieve their goals.

We'll do a free webinar, I'll give them the best content they'll ever receive in their life on this topic period and then at the end I'll offer my product which will be 10 to 100 times value of what the price is and let's see how it goes. So he's promoted a number of webinars and that was from another LinkedIn group owner. It wasn't even in my own LinkedIn group and I got almost \$8,000.

When you can do joint ventures with people like that or group owners, you can search through groups where people will . . . say you wanted to find someone, you had a marketing product and you just type in marketing groups and see what groups there are. See there are 32,000 search results that have the keyword marketing in their groups and there's a key marketing association with 350 thousand members.

So I would just hit up the group owner which says their name right here, Robert Fleming, and I say, 'Hey Robert, I know you've got a great group of marketing professionals and I've got this amazing training that teaches them how to get more leads using social media, absolutely for free. I would love to do a free webinar with you and give them the best training they'll ever receive, make you the champion of your group and then make you money on the back end by the sales we get by giving you information. What do you say? Also by the way I'm a LinkedIn owner and I've done this myself a number of times, here's the results.'

No one, none of these LinkedIn group owners know how to market, they don't understand so if you can do this for them you're able to leverage so many more opportunities for yourself, for your business, your services and generating more leads, more options, more sales than you can even deal with. And this is how I've been able to go from basically, you know my sister's couch to doing over a million and a half in sales this year, by just leveraging LinkedIn groups and the LinkedIn platform, it's that powerful. I don't know if you can really appreciate this right now, but I get pretty passionate and excited about this 'cause it's amazing what you can do [overlapping conversation]

Andrew: I do to, because you know what? I didn't sign up for a business network to chat. I didn't sign up to a business network to do manicuring all day long of my profile for no good reason, of accepting people who want to friend me for no good reason. I signed up to do business. And I haven't known how to do business on this site. I'm not looking for a job, I'm not

looking to hire someone this way.

Lewis: Right.

Andrew: So, I haven't seen the value. OK.

Lewis: Right.

Andrew: So, you saw that I came in here, like demanding. Was it a little annoying that I was so demanding?

Lewis: Demanding, no.

Andrew: Good. I said, Luis, I've got to make sure that this gives my audience practical business use. I want those emails, Luis, I love when people watch one of these courses and then they fire off an email and say, I couldn't even finish watching the course. I had to try this, and here's the result. I love that.

Lewis: Yes.

Andrew: Guys, if you're watching this, forget that you're a premium member. I appreciate that a lot. The way that I really get satisfaction is not just from having you sign up, but from having you try this and email me back and say, Andrew, I used what Luis taught me. Here's what I did. Here's the link. I'd love to see that. And I know that Luis would, too.

Lewis: Right.

Andrew: What else? Do we have anything else on this?

Lewis: I apologize if I'm like going into too much detail here. There's so much you can leverage.

Andrew: Too much detail? I love it.

Lewis: There's so much you can leverage, I'm kinda just like, we're probably already going over our time limit, so.

Andrew: We are, that's fine. Guys, pause, come back, or give up something in your life, maybe you don't have dinner tonight. This is more nourishing, I believe, than dinner.

Lewis: Yeah.

Andrew: I feel, when the stuff is good, I feel excited. This is what I came

here to do. I didn't start Mixergy just to hang out, either. And my audience should demand from me what I'm asking from you and what I demand from all these business tools that we're introducing them to. OK, anything else on this topic, or should I move on to our final topic?

Lewis: I mean, there's lots I could cover here, but if they focus on those couple core things, that's a good start.

Andrew: OK. Actually, you know what, let me ask you one other thing, from the final topic. I've got a note here to ask you about driving traffic from the WordPress app. What's the WordPress app?

Lewis: So, you mind if I go in and talk just a little about advanced applications in general?

Andrew: I'd love it. Yes, in fact, that's my whole next topic, but if... I felt like maybe like you had to go since we went over time.

Lewis: I'm happy to stay as long as you want.

Andrew: OK. Good. All right. Advanced. OK, good, good.

Lewis: I didn't know if you were cutting me off, eventually. So, I'm happy to stay until...

Andrew: No, no, no. I am telling you, I will give up dinner, and if my audience can't give up dinner or figure out the pause button to come back to this, they don't deserve to be in here, you know? You've got to commit a little bit more than just paying to be a member of Mixergy. I want you to use this stuff. And when I've got someone who actually is delivering the goods, I'm going to hold onto for as long as possible. So, yes. Next topic, topic number four, tactic number four is using advanced applications and enhancing your profile to get more traffic and leads. That's what David Saint wrote here. Take it away, what do we do?

Lewis: All right. OK, so again, this is the main navigation feature on the top left of your profile. You see all these different tabs? Right here is a little more tab, so I'll hover over here for a second so hopefully showing you guys profile.

Andrew: It's up there.

Lewis: And there's something, if we have time towards the end, I want to talk about answers, but you want to click on, right now, get more applications. So hopefully, you guys have your screen up and you're watching this presentation but you also have your LinkedIn profile up and

you're taking action as we go. So kind of have this split screen so you can see this. If you click on get more applications, this is the applications directory on LinkedIn, and they've added some new ones since they started having applications and I'm assuming they're going to start adding more eventually, although they haven't added any in a couple months. But this is to help you really put your profile on steroids. You don't want to think of your LinkedIn profile as a resume. You really just want to think of it as a professional profile online, that allows you to attract more leads and customers, OK? And for most people, again, kind of going back to the beginning of this presentation, for most people, your LinkedIn profile is one of the top five things, usually, that shows up when you Google yourself. So let's just do a quick example. I'm just going to type in my name and hopefully I'm right and it's one of the top five. So, right here, it's the fourth result on Google, for me. For some people, it may be more or less, depending on how many articles you have, how many sites you have online, things like that. So, right now, it's the fourth thing. You want to make sure you have a rock-solid looking LinkedIn profile or else the perception of you is not just going to be as good. And so we go back to this -- applications. You want to enhance your profile applications. That makes sense to your goals. And if you are not a lawyer, then you don't want to put the lawyer ratings on here. But if you are a lawyer, you want to put that on there.

I want to talk about three core apps -- three or four core apps -- that pretty much anyone could use in their site that I think we should really use to leverage.

One is the Word Press app. That's what Andrew talked about first. I want you to scroll down. You can scroll down on your page here. You click on the app for all three, and you simply just click on it and it asks you to upload it to your feelings (ph) and profile on the next page. I'm not going to be able to do that. You just want to click through here and add this. I'll show you what this does in a second. I want to talk about the apps you want to download first.

So download the Word Press app. Everyone should download the Slide Share presentation. And again, if you are a graphic designer, then you could put on the creative portfolio display and you could show your own work, your logo, as things like that. Again, so everyone should have the Slide Share. Everyone is to add the Word Press app.

If you are an author, you want to add the Reading List by Amazon, because you are going to have a picture of your book and sell books right then and there on your profile. And the next thing that you guys want to add is the - this Border application right here.

So Word Press, Twitter, and Slide Share are the three core ones that everyone needs to add. And even if you are doing events, then you want to put the Events one on top of that set.

Let's go to My Profile and show you the power of this. So you've got the Word Press, Twitter, and Slide Share -- all the main ones. So I go to My Profile. I want to show you guys this for a second. You come here to My Profile, and you click on it. And you are reading the headline. You might be reading some of this other stuff. And then all of a sudden -- hopefully this works for - Bob.

[Audio in background]

You see - you hear this audio. And this audio is a testimonial from a client and a friend of mine named Jim Cuperal [SP]. This is, like, a couple of years old, actually. It's a testimonial. I'm at a live LinkedIn networking event that I was hosting. There was 500 people at this event. And he came and got, like, three new clients for me. So he's giving a testimonial about how, you know, I'm the man on LinkedIn or wherever it is.

Everyone needs to have a video on their profile in my opinion. And you can have one of two - one or two types of videos. One would be a testimonial, or two would be a personal video.

Now imagine this, Andrew. Imagine you go to someone's profile, and all of a sudden you hear a voice. So imagine you come to my profile, and you hear a voice that says, "You are reading my profile." And then all of a sudden you hear a voice of me saying, "Hey, thanks so much for checking out my LinkedIn profile. My name is Louis Howes [assumed spelling]. Go ahead and scroll down this page really quick, because I want to tell to you a little bit about who I am, who I help, and how I can help you specifically right now."

And then I go into my spiel about, you know, I help people with LinkedIn, get more leads, track some sales. And I kind of go into this pitch. And at the end I give a call to action that says, "You know what? If you think that you could really use help in this, of this area that I'm - work with, it's - just for you to give me a call right now. My number is on the screen right here, you know, or e-mail me or - at [louishowes@gmail.com](mailto:louishowes@gmail.com) (or whatever it may be). E-mail me because I'm happy to help you out and get your answers - your questions answered right away."

Imagine what you would do, and if you went to someone's profile and it had something like that. It'd be so much different than every other profile you have ever seen. And it almost - you would want to respond to that person just because it was so different and was so compelling and so engaging and



interesting -- things like that.

So this is with Slide Share. It's that . . .

Andrew: By the way you give out your phone number on your site? What happens when people call it?

Lewis: Well if you want them to call you, then you can have that...

Andrew: I see. Okay.

Lewis: ... and you can - yeah. You don't have to. And when some people have a business where they want people to call them, if they could get inbound calls and generate sales that way as opposed to doing outbound calls or having to do some other type of marketing, then a lot of people, that's how...

Andrew: Got it. I thought Lewis Howes suddenly has his phone number out on the Internet for all these people to call. No. Okay, great.

Lewis: No. No, no, no. I don't want that, obviously. But for people who do consulting and things like that, they may want to have - if you are a real estate agent and you want someone calling you saying, "What are the homes available?" You know, things like that. So it all depends on what you want, what your goal is. In fact - I mean, what's your goal? If you want them to go to a Web site, you can tell them to do that. If you want them to opt in, if he wants you to send a free report, do that.

But you want to have a video either of you or a testimonial, because it's really going to differentiate and put your profile basically on steroids. And you do this with Slide Share. And again -- and it'll probably take me about 20 minutes to show you step by step, so I'm just going to give you the overview of how to do this -- once you download this application on your profile, you need to add a - it'll ask you to upload a presentation, basically, like a keynote or a PowerPoint presentation basically like keynote or PowerPoint presentation to the Slideshare app so you can show on your profile. You can see here I've got a little. I have one slide in there that you can see for a second that is a slide that I uploaded. What you can do, you can add a YouTube link to the slide that actually plays before the presentation on your Slideshare. This may sound a little confusing. You upload a presentation, it can be one slide or a 100 slides, whatever you want it to be and then you add the YouTube link before hand so it auto-plays every time someone goes there. If you don't put it before the presentation, it won't automatically play when people land on your profile. You do that at slideshare.net. You upload your presentation to see that option there.

Andrew: Got it.

Lewis: So that's that. Look over at the WordPress app. So this is what it looks like on my profile. Scroll down and you'll see the WordPress app. This is on my sports site. So I want to drive more traffic back to my sports site. By having this application it's just an auto-feed of the most recent articles from my site. You click on it, it takes you right to that article. So it's driving traffic back to my site. That's what I want people to do. I want them to drive traffic back to my site.

Andrew: And that's just installing the plugin and giving it the right URL, the right RSS feeds so that it can do it.

Lewis: Yeah that's all you gotta do.

Andrew: OK. That's easy enough.

Lewis: Put in the link when you have it, and it automatically populates. You can drag these down, you can move these up and down, put them wherever you want on your profile. Again, if you're an author, I'm not sure if you have a book on Amazon or not, Andrew, but you should if you don't. You can see right here, you can see my LinkedIn book. I get people clicking and buying this right here. They can go to the next page right in Amazon and buy it and they'll send me a message saying, 'Hey I just went to your profile, saw you wrote this LinkedIn book and just bought it.' So I'm assuming a lot of people are buying it right from this and seeing it there. I'm just generating sales on auto-pilot from that.

Andrew: I see.

Lewis: Another thing I talked about was the Twitter application. So this isn't like a big app that shows up like the others. Right below your website links, right here on my profile here is Twitter and I've got both my twitter feeds, my sports on and my personal one, and people can click on those to follow me, things like that.

Andrew: Where you have that. Oh I see Twitter. You've got your Sports Networker and Lewis Howes.

Lewis: Yep right here.

Andrew: OK. I'm going through my notes that David gave me for the session started here today. "Driving Traffic with the WordPress App," we covered that. "Selling Books with the Amazon App," we covered that. "Adding an Auto-Playing Video Testimonial with Slideshare App," we talked about that.

And next item on the list "Getting 300 to 500 People to Pay for Tickets to your Live Event with the Events App."

Lewis: This is going to be specific, you know this may not be for everyone on this presentation who's watching or listening, but some of you may run tele-seminars, virtual summits, webinars, or you may be running live events, conferences, tradeshow, things like that. So I'll cover this briefly. When you go to your home tab, when you're just at the homepage. There's a place where you can see events. It's kind of hard to find this, but on my profile it's down towards the middle, the bottom of the homepage

Andrew: Let's give it a moment to load up.

Lewis: OK.

Andrew: I see you're still on the home page. Oh I see the events tab, it's right there.

Lewis: So it may be in a different place for other people. So just search on the home tab. Right when you go to your home profile section you see it on the right side in the tabs. What you want to do is click on anything here. I'm going to show you an example. It takes me to the events section on LinkedIn. Sometimes this is kind of buggy for whatever reason. Hopefully this doesn't take very long. There we go. There's a whole events section on LinkedIn where you can see the events that are happening online, offline, events that friends have posted. Events that are happening on LinkedIn, whatever it may be. I'm just going to give an example of my past events. Show you this to give you proof how powerful this is. When I click on my past events right here, this is just my events tab, no need to worry about where I'm going right now it's just my section. So here's a number of the events I've hosted. I haven't done one in over a year. I just want to show you an example really quick of an event I did in I think Cleveland, Ohio. Here we go. This is a past event that I hosted back in August of 2009, so almost two years ago, I guess it was over two years ago now. Here's what this looks like, I'll give it a second to load up. You can create events and you put in the information, just very basic, when it starts, when it ends, location, a website link, different key words, things like that. What you can do is, after you create your own events, it gives you this link right here, that you can promote it to. What I did, was that I had a business networking group that I created in Cleveland and a bunch of other groups in different cities around the country. But what I did was I have this link, right here, I'd copy and paste this. I'd go to my Cleveland business group and I would send them the link. I did this a couple of times before the event started. If you click on, right here R.S.V.P., I'll just show you what this looks like. By doing this, I had over a thousand people register for a live three to four hour business networking event. All these

people paid, I can't remember what this event was, they either paid five or ten dollars to pay to get in and when they register or R.S.V.P, they can see whose attending, their name, their picture, how you connect with them. Everyone else can see this as well. So it shows this amazing initial proof of how their connected to people in the business their in and it just shows all these people that you might want to connect with as well. So, every time people R.S.V.P., they get notified, it just spreads. In my opinion, I haven't found another events marketing sites, like Event Bride, or anything else, that allows you to share information through Facebook events, this is like the best kept secret on LinkedIn and if your an event promoter because you can get so many people to R.S.V.P. for your events. The viral nature of it, spreads out to all their friends for you, in the local markets, it's ridiculous. So for me, you know, say we were to get a thousand people, and this is in the first year after I'd gone on LinkedIn.

Andrew: Wow.

Lewis: And again, I don't have business experience, I wasn't like, I didn't have an MBA, or anything like that. I just said I'm going to promote this to my group a couple of times, with a link, and I made a few grand that night, just in cash, just at the door. Then I had, I guess, some savvy, to you know what, beforehand, the manager of the bar or restaurant or whatever it was, I wanted a 10% cut of all food and bar sales. I also got five sponsors to pay me \$1500 each just to have a table. So I was leveraged into this in other ways, but if you just want people to show up to your events, use this. I mean, look at this right here, there's 47 comments, you can see all the people leaving comments here. It's very social, very viral and it's just an amazing way to get people to come to your live events or your virtual events. You can do this with webinars, teleseminars, anything else you want, but do it. You can promote it to your e-mail list. Promote it to other social networks by using this link you can mark it to other groups.

Andrew: And then it just takes off from there because it's connected to your attendee social network, of course, LinkedIn being that powerful social network and their friends find out about the event and come. Let me ask you this, first of all, let's go back to your website while I ask you the last two questions, we don't even need to walk people through this, through these answers, but I want them to see your website as you answer them. So do you have your, maybe the home page. I feel so bad for you when I see that, I'm looking right now at the YouTube video, what a shot man.

Lewis: You should watch it, it's funny, I'm really high on morphine, it's hilarious.

Andrew: I'm very squeamish, even now as you actually did the thing with

the arm to show how you broke it, I couldn't, I felt it in my arm. OK, I've got two questions here that I wanted to follow-up on before we end here, and then some advice for the audience. So, the first question is, if you aren't Lewis Howells, or even Andrew Warner, and people aren't friending you, how do you get more connections on LinkedIn to power the rest of what you taught us here today?

Lewis: The easiest way to get more connections is to literally, and I'll have to go back and show you this really quickly.

Andrew: OK.

Lewis: But when you click on your profile, you click on the contacts tab right here, on this contacts tab. This is where, one, you export your connections and add connections. Hopefully this is going to load pretty quick. OK, so at the bottom here, you can see this button, I'm circling it a couple of times, hopefully it will load fast enough. But if I just click on export connections it takes me to the next page where all I have to do is basically type in a couple of letters and click export. Or I can just click export right here and the file that I want it to be in.

Andrew: And that's where you get all the e-mail addresses that you want?

Lewis: Yeah, I just export fifteen thousand leads, done. Right, so I've got that right there. However, if I want to add connections, I can do a similar thing. I can upload my email contacts from Gmail; I can just type in my password right here for Gmail or Hotmail or Outlook or Express. I can import a CSV file that I already have for my contacts. Start by adding the friends you already know just by doing this. Connect with people who are already on LinkedIn. That will help you expand your second and third degree network and that's the easiest way to get started. There are some other things you can do but for now that's what people should focus on. First, optimizing their profile and then adding all their friends after they've optimized their profile. You don't want people to see your profile if it looks like crap. You want to make sure it looks great first.

Andrew: One tip for using 'answers' on LinkedIn.

Lewis: If you don't have a lot of contacts or that's not working for you or something's not happening and you don't have a group, you don't have time to work on groups and you don't want to deal with traffic and things like that the best thing you can do and the easiest way to get more customers...now, it all depends on what your business is but I'm assuming a lot of people who are on here want more clients or customers for their software, their business, their solutions, things like that. I started using the question and answer section. Again, I tested everything tons of

times for many hours. I started using the Q&A section. When you click on 'more' right here you see a little 'answers' tab, this is another section on LinkedIn. People are asking and answering questions on every topic you can think of. I scroll down the page on the right hand side; you'll see administration questions, business operations, business travel, health, government, finance, technology, start ups and small business which is where you'd want to hang out potentially, Andrew. I was going into LinkedIn and answering questions left and right like I do with my job. At first I wasn't getting any results. I was just answering questions and wasn't getting anything out of it. Again, I tested everything a number of times so hopefully you guys don't have to test it, and what I learned was an exact formula for answering questions. I could almost get a client every time I answered a question; I was almost guaranteed to get that person as a client. They'd hire me or my LinkedIn strategies at that time, my LinkedIn Consulting I had at the time.

Here's what I did. You can see down here it says 'Top Week's Experts' and there are people who are answering questions. These people answer way too many questions if you ask me. I mean, 560 answers is kind of ridiculous but some people have a lot of time and they just answer questions I guess. You don't have to do that. You see these people that are up here in the 'best answers'? These people are getting a lot of exposure, they're getting a lot of leads and sales based on that. Here's what I want you guys to do. I'm going to show you really quickly. You can see the open questions that are just coming through, you can see this one has 54 answers, five answers, seven answers. You can see what day they came out, this was a day ago, two days ago, three days ago. All you want to do is go through and see which questions you can answer to the best of your ability. I would answer one right here, potentially: 'How can I share a video with all my LinkedIn Groups?' You see there are seven answers. I'll show you exactly what I'd do. I'd click on this answer tab right here, because you want to make this public. You can see these other answers are pretty short, pretty lame, weak. This one's got his phone number in there. Smart. You want to answer this question publicly so that this person Tim can rate it as one of the best answers potentially out of the group and so everyone else can see your answer because people who are looking for answers as well. Then after you share this publicly you don't want to try to sell them anything in your public answer. You don't want to say, 'Click here and I'll show you how to do this.' Or, 'Sign up for my product. Here's my email. I've got a consulting service.' What you want to do after you do this publicly, and this works pretty much 90% of the time at least to get a response from someone, is you click on this little button right here that says 'reply privately'. I've already answered this publicly and when I click on this I'm going to reply to Tim and say 'Hey, Tim, I just replied to your question and left you a couple resources. Here are a couple more. Also, I'm more than happy to hop on the phone really quick for 10, 15 minutes and

just make sure to answer anything you have on this topic. I've got extensive experience in this, more than happy to help out, free of charge, would love to help. Here's my number or just shoot me an email if you want to set up a time.

By doing that and taking that one little extra step you're differentiating yourself from every other person that's answered a question. It doesn't matter what the person said, by you sending them a private message it shows up in their inbox. Your answer may get left in the stream, but this shows up in the inbox.

When someone asks a question, specifically on LinkedIn, a business-related question they are at their lowest pain moment. They have a pain and they want it answered, they want it fixed right now. They don't want to wait for days or weeks for someone to help them, they want someone to actually do it for them right then and there. If you show up as the hero, their savior, and say, look I'm happy to help out and answer this question, you're going to get them to respond.

A good friend of mine said that if you can give a free diagnosis and just fix the pain as quick as possible you can charge them anything you want. It's kind of like a dentist. They don't spend ten hours pulling your tooth out when you have a toothache. They take five minutes taking it out and they charge you a lot of money. They give you a free diagnosis on what it is. If you do that, you're on the phone for ten minutes. This may not be relevant based on your business or your services or anything like that, this is the way to do that.

Andrew: Even if it's not, frankly just reaching out to the person, if you reached out to me after you sent me an answer I out of just appreciation I would say best answer. Unless it was terrible I'd go best answer because man, this guy really followed through with me, this guy really cared.

Lewis: Exactly. I know people who have applied these strategies like that on the question and answer section. One guy specifically, he's an email marketing guy or web design and email marketing guy. He says he doesn't have time to do anything else on LinkedIn. Groups and all this other stuff he says it's great, but I'm just so focused on my business and my current clients I don't have time, but I'm looking for more clients.

He says all he does and go and do that same strategy for about fifteen minutes a day three times a week he'll go in and see what the new questions are in email marketing and web design, answer the question publicly and then reply privately. He says he's getting around three to five new clients every month, which brings in around \$3000 to \$5000 extra a month. Again, it all depends on what your goal is, what you're looking to do, how much time

you have and what you want to get out of it and you're going to get out of it what you put into LinkedIn, so that's my tip there.

Andrew: I see we went way beyond the notes here and way beyond time, so first of all thanks for spending the extra time with us. Here's my suggestion for the audience and then I'm going to ask you how people can follow up with you. I'm going to say this, spy on Lewis. By spy on Lewis I mean he told you as much as possible here, but if you follow him on LinkedIn you're going to get to see this stuff in real time and you're going to get to see as he develops new ideas, follow him there.

Sign up to his email list. Even if you have no interest in sports I would sign up to the sports list just to see what he's doing with his sports list and get into a webinar and watch him in the webinars. Where can they sign up to see the webinars since that's where you send people?

Lewis: If you just sign up on my site right here. If you sign up on this box here or over here I'm going to send you five free LinkedIn videos with some great tips, some stuff that I have that aren't from today's training and you'll be notified. I send out a message about once a week with different webinars and stuff like that, so just go ahead and sign up on my site anywhere and you'll be on the list.

Andrew: By the way, as we've done this program I see it getting later and later. The sun is starting to set. It went from not being in the window to now almost blinding you. I always say to people don't just be in the audience of life, don't be in the stands of life, be on the field, even if it means you have to get a little hurt like you got hurt, you want to be on the field. On the field means watch Lewis, find a way to connect with him and say thank you if nothing else. How can they connect with you?

Lewis: The best way is just signing up here, but as much as I love LinkedIn, I'm on Facebook a lot, so [facebook.com/lewishowes](https://facebook.com/lewishowes), I'll just throw it up real quick so you can see it.

Andrew: And your website that we saw earlier is [lewishowes.com](https://lewishowes.com).

Lewis: I'm on Facebook a lot actually just talking to people, sharing tips and things like that about LinkedIn and it's a good little community here on Facebook/lewishowes or [lewishowes.com](https://lewishowes.com) or [twitter@lewishowes](https://twitter.com/lewishowes), pretty much anywhere you want to connect with me online I'm happy to connect so everybody reach out.

Andrew: Thank you. We are madmen almost here at Mixergy. You saw with David Saint, the course producer guy saw me here in the program, we're maniacal about actionable tactics, usable tactics. The whole idea is we don't want



big ideas that sound interesting, we want you to be able to use this stuff. So watch this video. Even if you have to go back and watch again and do what Lewis talked about in this session and then tell me about the results because I'd like to hear about it.

Lewis: I would love it if you do one thing today just do the five step SEO optimization section on LinkedIn because you'll actually see instant results. But the beauty of this is that the results will be ongoing. I've got one great testimony of that, this guy went through my training on LinkedIn and he optimized his five points and he didn't do anything else because he was too busy. He was a real estate investor and he was too busy. Lot of people are too busy. He said within two weeks someone found him on LinkedIn by typing in his key word that he had optimized for, and paid him \$20,000 based on him being the number one search result for that key word. For his real estate investment coaching. He went through his profile. Read the calls to action. Went to his site. Ended up signing up for a \$20,000 consulting program with him. And when the guy said 'How did you find me?', he said 'I typed in real estate investor on LinkedIn and you were the first result to pop up'. Sounds like this stuff works. And I've had a number of people over and over say 'I've got a \$5,000 client from this, a \$10,000 client from this', just by optimizing their SVO on LinkedIn. So if you can do one thing today, go back, follow that, and edit it really quickly. You don't have to do anything else. There's a formula for your profile and just optimize that so at least you're getting more people finding you as the number one and the top five for your key word, because you'll get more opportunities that way.

Andrew: Lewis, thank you so much. You guys see it right on your screen. LewisHowes.com. Thank you all for watching and I look forward to seeing your results.